



Social Media and Green Movement: Investigating the Influence of GreenPeaceID's Twitter on Environmental Issues

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Abstract. Social media in providing and disseminating information is crucial in the rapid flow of information and technological sophistication. The absence of distance and time constraints makes the use of social media a vital alternative to providing massive and more effective dissemination of information. In this study, researchers want to see the form of intensity and Greenpeace Indonesia's Twitter account in discussions in fighting for environmental values and using Nvivo 12 plus application in conducting, analyzing, and processing data. The authors will look at interaction, intensity, and word cloud from Twitter accounts @GreenPeaceID. Consequently, it will be known what form of information, interaction with anyone, and how the impact of Greenpeace to do the campaign or voicing out about environmental issues. Therefore, this study also looks at how influential and has the implication and proof that there are tweets about environmental cases by tagging accounts @jokowi and other accounts and having enough retweets so that there are interactions with other Twitter users.

Keywords: Social Media · Environmental Issues · Greenpeace Movement

1 Introduction

Currently, social media in providing and disseminating information is crucial in the rapid flow of information and technological sophistication. Moreover, the absence of distance and time constraints makes the use of social media a vital alternative to providing massive and more effective dissemination of information. Thus, it explains that social media is an internet-based application grounded in the ideology and technology of web 2.0 and allows for creating and exchanging content for users [2, 11]. So, the function of social media is now not only limited to receiving and disseminating information. Many things can be done with social media, from making transactions to doing personal branding or campaigns.

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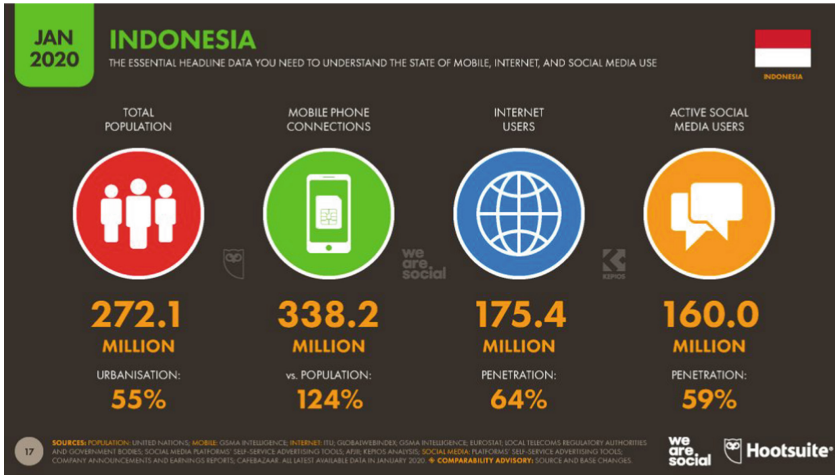


Fig. 1. Data on Internet and Social Media Trends in 2020 in Indonesia (Source: Hootsuite)

In Indonesia, the use of social media is in line with the number of users. It can be seen that from year to year, the number of internet users, especially on Indonesian social media from year to year continues to increase. Data from Hootsuite (Fig. 1) reveals that out of 174.5 million internet users in Indonesia, 160 million use social media daily [10]. The figure is relatively high because of the approximately 272.1 million people, more than half of whom have used social media daily. Of course, this momentum must be utilized to facilitate various forms of helpful information to the public.

There are several social media used by the public, one of which is Twitter. Twitter makes it easy for users to write various events with a maximum of 140 characters called tweets [5]. Artists, politicians, NGOs, and governments have often used Twitter to communicate to the public or disseminate information. The NGO that also utilizes Twitter in providing the information is Green Peace Movement Indonesia. Greenpeace is a community organization or a global platform for civil society engaged in the environment and peace [6].

Greenpeace Indonesia has made many tangible contributions to environmental problems in almost all countries in the world. Greenpeace has about 2.8 million supporters across 41 countries [3]. The organization was established in 1971 and had the principle of creative confrontation to rally support mobilizing the masses. Greenpeace often conducts conventional campaigns such as street demonstrations to address environmental issues. Over time, as a non-governmental organization, Greenpeace has utilized the internet to facilitate pro-environment movements. The use of existing information and communication technology can enable Greenpeace as an NGO to build its network base to gain power from the commitment and energy of other activists who have the same issue [12, 16].

Then, it is undeniable that the presence of information and communication technology can also encourage the existence of Greenpeace Indonesia as a civil society to fight for environmental values [3]. Environmental issues are things that, until now, have

not found a bright spot in eradication and solutions. Therefore, forms of communication environment conducted using social media can indirectly affect various forms of advocacy in enforcing and finding solutions to environmental problems [13].

Based on the background above, in this study, researchers want to see the form of intensity and Greenpeace Indonesia's Twitter account in discussions in fighting for environmental values and using Nvivo 12 plus application in conducting, analyzing, and processing data. Researchers will look at interaction, intensity, and word cloud from Twitter accounts @GreenPeaceID so that it will be known later what type of information, interaction with anyone, and how Greenpeace's impact on doing the campaign or speaking out about environmental issues.

2 Civil Society as a Theoretical Framework

Civil society is a condition in which society has a good civilization. Muhammad A.S Hikam [9], in the book *democracy and civil society*, states civil society as an area of social life that is organized and characterized, among others, as voluntary, self-generating, self-reporting, high independence facing the state, and related to the norms or legal values followed by its citizens. Thus, it can be said that civil society is a mature or mature society. They know what to do and what not to do even if the state does not regulate it. Civil society is an ideal condition of society so that there is no conflict between the people. First, civil society as an ethical vision in society; second, civil society as a state system, civil society; third, civil society as an element of dominant ideology class; fourth, civil society as a balancing force of the state, therefore as an idea of the system of life, certainly not easily achieved, in need of several conditions to realize the first civil society, the same understanding, second, the existence of belief, third, mutual trust, fourth—common views on objectives and missions.

According to Hanitzsc & Hidayat [8], the mass media is increasingly required to mediate between various interests of groups in society or between governments and their people in the context of civil society. To understand the role of mass media, to Hanitzsc & Hidayat [8] presented a concept of thought that Habermas popularized, namely the concept of civil cyber society. According to him, around the mass media, especially in the context of studies around civil society and democratization, in the end, it will be difficult to rule out the existence of the concept of civil cyber society. As an ideal type, public areas or public spaces refer to a gap between the state and civil society, where each citizen can involve themselves in various issues of common problems so that a statement of civil cyber society arises.

Cyber society is a condition of society created due to information and communication technology, especially the internet. Cyber society is not limited by region and space. A person who is individually located in different areas can become an active community communicating and even doing actual activities through groups on social media. In Indonesia, cyber society is shown by people with a high need for information. Although only about the latest news about the artists, until the need for information science, social, political, and others. Sources of information are becoming more challenging to control, ranging from official mass media coverage on a local and national scale to news information through social media such as Twitter, Facebook, Instagram, WhatsApp, and

many more. It makes it very difficult to filter data in the form of facts, opinions, or hoaxes. That condition would be different if cyber society were formed on top of civil society. It is conceivable that an independent society mentally, economically, educationally, socially, politically, and legally uses information and communication technology in its life. The problems arising from human error in using ICT can be minimized. The characteristics of cyber society are as follows:

1. The group is constantly working to create advanced and realistic machines (Hardware)
2. A group that always uses those machines to create notable works of imagination in a hyper-reality world (Software)
3. Society generally uses machines and works of imagination as part of its life.

3 Research Methods

3.1 Type of Research

The type of this study is qualitative research with a descriptive approach. Qualitative research answers the question about meaning and perspective, experiences, and most often from the writer's opinion [7]. On the other hand, Al-Hamdi et al. [1] explained that qualitative research is an effort to interpret the reality of life based on what the researchers understand. This method is used to collect the data in a natural setting to interpret the phenomena that occur where the researcher is the key instrument; the sampling of data sources is done purposively and snowball.

The collection technique is triangulation (combined), data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalization. Qualitative research with a descriptive approach is the choice of researchers to see Greenpeace Indonesia's impact on voicing out about the environmental issues on Twitter.

3.2 Data Collection Techniques

Data collection is a technique used by researchers to obtain information and collect the necessary data. This data collection helps strengthen the analysis and accuracy of the research [1]. There are many ways to collect data. In this research, the technique used is:

3.2.1 Literature Review

The first phase in the data collection process is a review of the literature. A literature study entitled "Indonesia's Green Peace Movement" is a data collection approach aimed at locating data and facts in records, including written documents, photos, pictures, and electronic documents that can aid in the writing process.

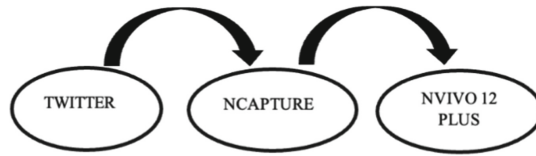


Fig. 2. Data Analysis Techniques (Source: Processed by author)

3.2.2 Ncapture

The Ncapture functionality of the Nvivo 12 Plus software is used to collect data from social media such as Twitter, Facebook, and Instagram, as well as online media such as news portals. Ncapture in Chrome can also import data from social media into the Nvivo 12 Plus application's data archive. To obtain data using Ncapture, ensure that the Chrome platform is installed and that the Ncapture functionality is enabled or activated in Chrome.

3.3 Data Analysis Techniques

This research will use two applications, namely Ncapture and Nvivo 12, to analyze the data. First, the researcher will open the account of Greenpeace ID on Twitter, then use Ncapture to capture and process the data on Nvivo 12 Plus. After that, the research will analyze the data already processed in Nvivo 12 Plus and describe it to find the answer to the problem formulation (Fig. 2).

This research is categorized as qualitative research, based on Saryono [14], defined as research used to investigate, discover, describe, and explain the quality or features of social influences that cannot be explained, measured, or described through a quantitative approach. The grounded theory approach is a qualitative research approach aimed at obtaining or discovering a theory, an abstract analytical schema from a process [4]. Therefore, this study generally used secondary data for its analysis and discussion. Secondary data has been collected by other parties, not by the researchers, for other purposes, meaning that the data is obtained by a second party [15]. The researchers get the data indirectly or the secondary sources through intermediary media such as books, journals, and articles from library research and web site.

4 Analysis and Discussion

Based on the background that has been presented above, this research formulates the problem that environmental issues in daily life are still massive, and no concrete solutions have been done. It can be seen by using social media, Twitter, in providing information related to environmental issues conducted by the @GreenPeaceID account. Green Peace Indonesia, as an NGO, continues to make changes by utilizing social media, Twitter, to become a bridge for information related to the environment.

There is much previous research that has already explained the role of Greenpeace as an NGO. In addition, some of the research explained the use of social media to do online campaigns and how social media can influence the citizen or the user. In this

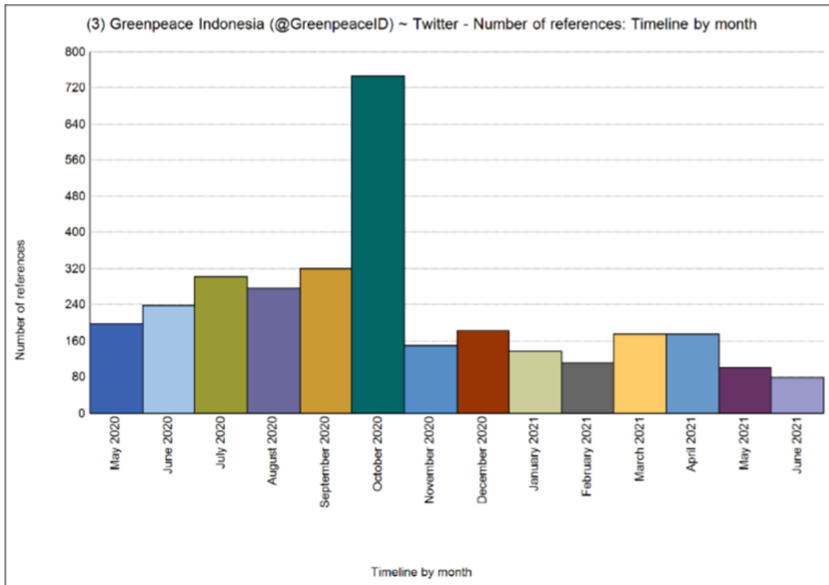


Fig. 3. The Intensity of GreenPeaceID's Account (Source: Nvivo 12 Plus)

study, the researcher focuses on the impact of Greenpeace Indonesia on voicing out about the environmental issue on Twitter. This study will use Ncapture and Nvivo 12 Plus to analyze the data. Nvivo 12, an application with the latest version of NVivo, is a computer software package for qualitative data analysis produced by QSR International.

Social media, especially Twitter, is one of the things that need to be maximized. Greenpeace is a global movement that uses various social media platforms to launch campaigns related to environmental issues. To see what kind of influence is generated from the use of Twitter social media, some data were taken using Nvivo 12 Plus to see the extent of connections, interactions, and activities on Twitter social media on Greenpeace Indonesia accounts. For example, the @GreenPeaceID account has around 961.6K followers and 1,170K followers. This account has been active since 2009 and still exists today.

4.1 The Intensity of the @GreenPeaceID Account

The @GreenPeaceID account is very active in providing various kinds of information and campaigns closely related to environmental issues. This is depicted in the graphic below (Fig. 3), showing the intensity of the GreenPeaceID account for 2020. This analysis was processed and evaluated with Nvivo 12 Plus. From May 2020 to June 2021, the average activity reference for this account is above 200. The highest amount of intensity is in October 2020. This month, there is a lot of discussion and information in it. It started with mining problems that damaged the environment due to the issuance of the Omnibus Law to water and climate problems.



Fig. 4. Green Campaign Hashtags by GreenPeaceID (Source: Greenpeace Indonesia Twitter on September 26th, 2020)

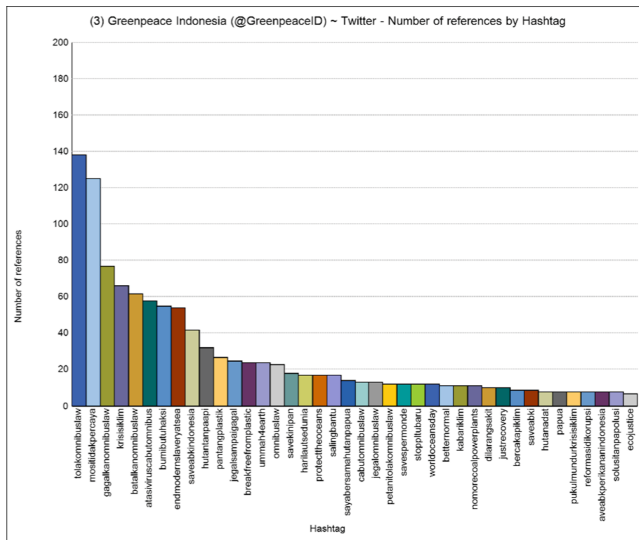


Fig. 5. Hashtags that are often used in the @GreenPeaceID’s account (Source: Nvivo 12 Plus)

From the picture above, it is evident that GreenPeaceID carries much intensity in one month. In addition, this account also responds quickly to various environmental issues, such as criticizing the government regarding fossil fuels, and many more. Various hashtags are used in promoting information and campaigns carried out by Greenpeace. The hashtags are as shown in Fig. 4.

Various hashtags are used in promoting information and campaigns carried out by Greenpeace. The hashtags are as shown in the Fig. 5.

The picture shows that there are approximately 40 hashtags that are often used on GreenPeaceID accounts. The most use of hashtags is related to the rejection of the Omnibus Law with the hashtag #TolakOmnibusLaw which has almost reached 140 hashtags, and still with the same issue related to Omnibus Law, namely the use of the hashtags #MosiTidakPercaya and #GagalkanOmnibusLaw. Then, various uses of other issues on the @GreenPeaceID account use hashtags related to forests and climate.

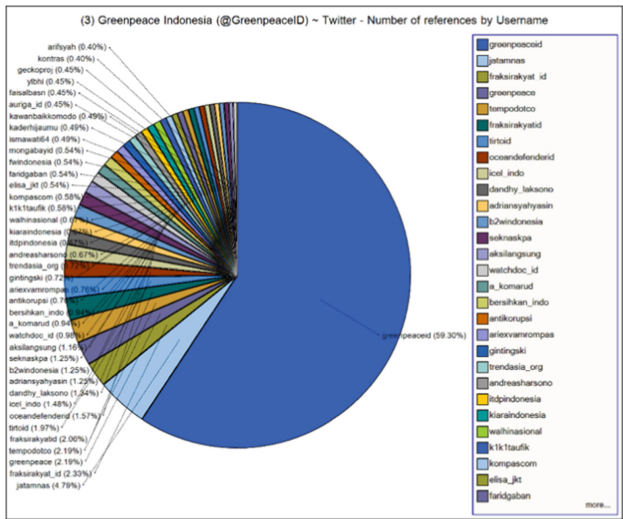


Fig. 6. Username reference associated with the @GreenPeaceID account (Source: Nvivo 12 Plus)

4.2 Accounts Associated with Greenpeace

To see how Greenpeace Indonesia’s accounts impact and influence the public, you can see this account’s interaction with other accounts. For example, the accounts associated with GreenPeaceID account activity on Twitter is shown in Fig. 6.

It is already shown in the image above that the Greenpeace account and Jatamnas account have an excellent presentation compared to other Twitter accounts. It is because the account has a connection with environmental discussions. It is explained that the Jatamnas account is an account of the Mining Advocacy Network of non-governmental organizations (NGOs) and community organizations that have concerns about human rights issues, gender, environment, indigenous peoples, and social justice issues in the industrial oil and gas. The account has tweets such as a coal mine concession in Berau, and a plan to mine and build a giant tailings dam by the Bakrie family’s Bumi Resources subsidiary, potentially causing environmental and human disasters. Many others such tweets that make Jatamnas accounts and Greenpeace accounts have a connection (Fig. 7).

Based on the diagram above, it can be seen that GreenPeaceID accounts have many mentions or tagged other accounts. The mentioned feature is one of the characteristics of Twitter. Every tweet or tweet will go viral when spread using the Mention feature. Also, Retweets can be seen that the GreenPeaceID account marks Jokowi account with present 17.89% due to Jokowi has followers on Twitter with a total of 15.7 million followers with the number of followers that allows GreenPeaceID account makes it easy to attract masses, as well as other account accounts because the purpose of mention itself so that others see and attract the masses. The tweets mentioned by GreenPeaceID accounts, such as asking Jokowi and Ganjar Pranowo to enforce fair laws in environmental affairs.

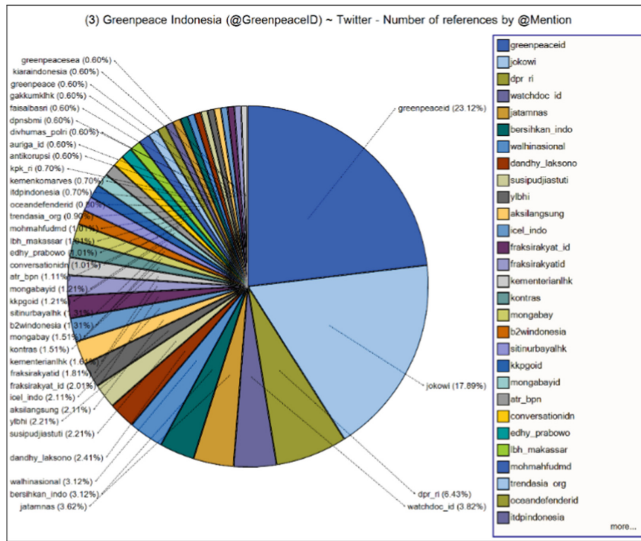


Fig. 7. The Number of References by Mention in the GreenPeaceID Account (Source: Nvivo 12 Plus)

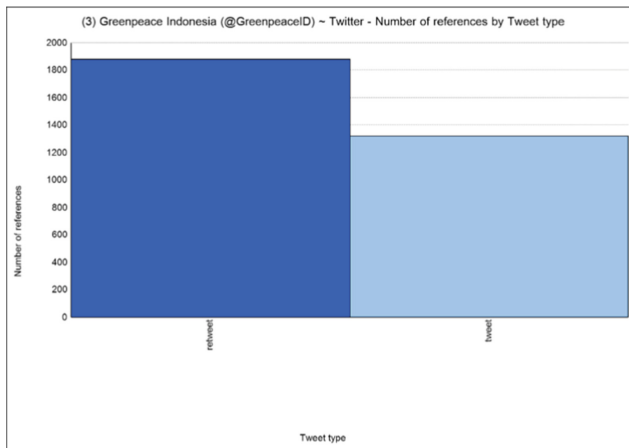


Fig. 8. The Number of Tweets and Retweets in the GreenPeaceID Account (Source: Nvivo 12 Plus)

4.3 Tweet and Retweet

A Retweet is reposting a Tweet. The Retweet feature on Twitter helps you and others quickly share those Tweets with all your followers. You can Retweet your Tweets or Tweets from others. Judging from the diagram above, the retweet reaches the number 1900 while the tweet only reaches the number 1300. In other words, when the retweet

is more than the tweet. It can then be said that there was interaction or response from others to the tweet (Fig. 8).

5 Conclusion

It can be concluded that Twitter has a vital role in the dissemination of information in mass media with the results of this study obtained that twitter GreenPeaceID on social media in the activity of environmental awareness counseling has a positive influence on attention, interest, search, action, and share based on the results of model tests conducted previously. As can be seen in all diagrams above, there is an important point; first, GreenPeaceID Twitter has a connection with accounts that are friendly or provide information about the environment, such as the second Jatamnas account. Second, GreenPeaceID seeks the attention of Twitter users by tagging other accounts such as @jokowi accounts and others. Third, retweets and tweets are one of the assessors of the interest of Twitter users towards GreenPeaceID and obtained the results that retweet more than tweets so that it can be seen that the attention and interest of Twitter users to the environment is still high.

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